

Ambitious Amazons, PO Box 811, East Lansing, MI 48826

www.LCOnline.org, (517)371-5257, LC@LCOnline.org, fax (517)371-5200

2024 LC Classified Ad Info

Hi!

If you want to reach lesbians, then *Lesbian Connection* is the place for your ad. We currently mail out nearly 12,000 copies of each bimonthly issue (6 issues/year). If you figure that each copy may be seen by three women, then your ad in *LC* could be read by roughly 36,000 lesbians around the world!

The rate for a one-time classified is \$24.20 per line (or partial line). If you'd like to run your ad in 3 consecutive issues (6 months), you can take advantage of our special reduced rate of \$21.75 per line. And if you run your classified in 6 consecutive issues (1 year), the price drops to just \$18.25/line!

Each line of copy in *LC* is about 80 characters across, and the first few words of your ad will appear in all CAPITALS and underlined. When figuring out the length of your ad, please remember to include the punctuation and spacing in your count. You should also know that ads are often edited for space, clarity and formatting.

Upcoming 2024 Deadlines

Deadline	Mail Date	Months on Cover
December 30, 2023	January 30, 2024	March/April 2024
February 28, 2024	early April, 2024	May/June 2024
April 30, 2024	early June, 2024	July/Aug 2024
June 30, 2024	early August, 2024	Sept/Oct 2024
August 30, 2024	early October, 2024	Nov/Dec 2024
October 30, 2024	early December, 2024	Jan/Feb 2025

Important Notes: If an ad is sent to us after the deadline, we'll try to get it in the current issue, but if we can't, we'll hold it for the following issue. (Please note that if you send in less than the amount due, your ad may be edited for length, or we may not include it.)

If you have any questions, just drop us a line (LC@LCOnline.org) or give us a call (517-371-5257). The best time to catch us is Monday-Friday from noon-5pm (ET). Hope to hear from you soon!

For the Ambitious Amazons,

Annie

P.S. Anyone running a continual classified ad in *LC* (three or more consecutive issues) can also run the ad on our website for a small additional fee! See separate sheet for details.



Connecting lesbians worldwide
SINCE 1974

Please circle a category for your classified ad*:

- | | | |
|-----------------------------------|-----------------------------------|----------------------------------|
| 1) Festivals, Gatherings & Events | 7) Online Shopping, Goods & Gifts | 12) Opportunities |
| 2) Adventures | 8) Sportswomen | 13) Real Estate Professionals |
| 3) Retreats & Workshops | 9) Special Occasions** | 14) Places to Live, Rent or Buy |
| 4) Services & Organizations | 10) Correspondence &/or Dating | 15) Camping |
| 5) Health & Well-Being | 11) Looking For...*** | 16) Lesbians & Land |
| 6) Books, Music & Films | | 17) Guesthouses, B&Bs & Cottages |

* We reserve the right to make the final decision about which section is most appropriate for your ad. We also sometimes do minor editing on ads for space, style and clarity.

** Announcements for Special Occasions (for individuals – weddings, anniversaries, births, etc.) are half price – just \$12.10 per line.

*** If you are "Looking For" a friend, we will not print her full last name, only her first name and last initial.

The following abbreviations are listed and explained in the intro to each issue's Ads section: **LOO** means your business is lesbian-owned and -operated; and **W/A** stands for wheelchair accessible. If they apply to your ad, *please try to include them*.

Here's my listing: _____

Questions about my ad? Call/email: _____

How to figure the cost of your ad: One line of copy is about 80 characters, including spaces & punctuation. Partial lines cost the same as whole lines (e.g. 1½ lines of copy would cost \$48.40). All ads, including continuals, must be **prepaid in full**. Please note that all amounts are in **U.S. dollars**. *Currently, we do not accept ad payments online or by mobile apps.*

ONE-TIME ADS

☐ I'd like to run this ad in **one (1) issue**.

At 80 characters/line, my ad is (#) _____ lines x \$24.20 per line = _____ TOTAL for one issue

CONTINUAL ADS – REDUCED RATES

Note: changes between issues are subject to a \$10 fix fee.

☐ I'd like to run my ad in **three (3) consecutive issues** (6 months).

At 80 characters/line, my ad is (#) _____ lines x \$21.75/line = \$_____ x 3 issues = \$_____ TOTAL for 3 issues

☐ I'd also like my 3-time continual ad to appear on LC's website. (See LC Online Ad Info on our website.)

☐ **6 months** for an extra **\$30**

☐ Please add my small **logo/graphic** to my online listing for an extra **\$20**

☐ I'd like to run my ad in **six (6) consecutive issues** (1 year).

At 80 characters/line, my ad is (#) _____ lines x \$18.25/line = \$_____ x 6 issues = \$_____ TOTAL for 6 issues

☐ I'd also like my 6-time continual ad to appear on LC's website. (See LC Online Ad Info on our website.)




☐ **1 year** for an extra **\$50**

☐ Please add my small **logo/graphic** to my online listing for an extra **\$20**

PAYMENT INFO

☐ Also, here's my donation of \$_____ to help keep LC alive & well. *The suggested donation is \$42/year (more if you can, less if you can't), and may be tax deductible in the U.S.*

☐ Enclosed is my check (payable to Elsie Publishing Institute) in the amount of \$_____ (total)

☐ Please charge a total of \$_____ to my credit card (charged in U.S. \$): ☐  ☐  ☐ 

_____ - _____ - _____ Exp. Date ____/____ CVV: _____

Send this form & payment to EPI, PO Box 811, East Lansing, MI 48826,
LC@LConline.org, (517)371-5257, fax (517)371-5200